

Landing pages: Five dos and don'ts

H2GY1K

LECTURE
SUMMARY

Covered in this lecture:

Tips for creating landing pages

● Landing page DOs:

- ▶ #1 Use headlines to highlight the value of your offer
 - immediately tell people what they're going to get and why it's so special
- ▶ #2 Provide all the details needed to make a decision
 - give people as much information as you can about what they'll get
- ▶ #3 Make your call to action large, obvious & unavoidable
- ▶ #4 Thank the user with a friendly confirmation
 - include information about what they have to do next or what will happen next
- ▶ #5 Make sure your landing page continues to work in the future
 - if you do a webinar, make sure people can access it at a later time
 - use the page to advertise future webinars
 - if you decide to take the page down, make sure you redirect people who click on the link to another page related to what you have to offer

● **Landing page DON'Ts:**

- ▶ #1 Don't force people to think too much
 - people who click your link already have expectations when they arrive on the page
 - don't confuse them by advertising something different than what was promised
 - make sure the headline in your ad matches the headline on the landing page
- ▶ #2 Don't ask for more than what you need
 - make the form simple, otherwise people might hesitate to give you too much information
- ▶ #3 Don't make the experience overly complex
 - don't annoy people with extra steps or they might give up and leave the page
- ▶ #4 Don't rely on a block of text to sell your lead magnet
 - show pictures or videos of whatever they'll get
- ▶ #5 Don't distract visitors with competing calls to action
 - add only one call to action
 - you can put the same CTA in more than one place on the page